



The babes of yesterday are the daring helmsmen of today

*What is this new civilization our young people
are working out for themselves—and for us?*

THE youngsters have briskly flung aside the conventions we used to *talk of tearing down!*—
“A new procession has formed since Armistice Day,” they exult. “Join it.”
We swing in. But can we keep up the pace?

IN all this indulgent shaking of heads, these tolerant speculations as to what next, is there any serious appreciation of the fact that this is really a *new era* we are in?

The old ethics are gone. The new generation has its new ethics.

Who among us is meeting this new civilization with breadth and constructiveness?

THREE years ago Pictorial Review electrified the world of women's magazines by proclaiming aloud the secret of its success.

While others had kept on editing for the memory of the woman that *used to be*, Pictorial Review had evidenced an uncanny aliveness to the reality of the woman *that was coming!*

The American woman was awake! The wide world

itself was the boundary of her activities and interests—

And the one magazine which had recognized abundantly those new interests and activities was the one to which she had swung unerringly.

TODAY, Pictorial Review proclaims a new success—throws out a fresh challenge to all other women's magazines: What do you make of this new era? What part are you taking in it?

Women of this new era are *doing* things. They have questioned and speculated long enough. Today they act.

And the magazine that would hold their interest—it, too, must act.

It must be unafraid. Must take firm hold, among things that are changing, of those things which will endure. In the swirl of loosened forces, it must stand by the young pioneers at the helm, to encourage and support and report.

Divorce, Marriage, the Illegitimate Child, the Unmarried Mother, the Married Woman in Industry—and in Business, the revelations of Psychoanalysis, the Education of the Child, the Insurance of Maternity, the whole broadening of Civic Responsibilities, the ghastliness of

War and its aftermath—*what is the younger generation making of the age-worn problems whose unshakeableness baffled us?*

DURING the past two years, Pictorial Review has reflected with vigor and freshness the new alignments that have been and still are in the making on these vital aspects of the new civilization that is shaping—

Without tinge of fear or propaganda, Pictorial Review has recognized the new attitudes that have been developing toward these old complications.

AND the response to Pictorial Review's awareness has been after all only an evidence of the reality and intensity of this quickening of the younger generation itself.

In addition to newsstand sales, Pictorial Review during the month of June received 91,130 yearly subscriptions. During July, only 35 less than 100,000 yearly subscriptions. During August, 109,258!

Year after year the magazine has increased in circulation, until today at a price* exceeding that of its major competitor, it finds it necessary to print 2,100,000 copies of its October, 1921, issue.

* Pictorial Review, 25 cents a copy.
* Ladies' Home Journal, 15 cents a copy.

No other woman's magazine so vividly reflects tendencies of today

Is the dictum of our youth that divorce shall be had for the asking?

More divorces yearly in America than in twenty European countries combined. Is this the result of a less serious attitude toward marriage? Or is this tearing down of old props an honest endeavor to build a finer, more enduring structure. In one year Pictorial Review has published nine articles analyzing the trend in thought on this question.



What sort of schooling will our children's children get?

In the public schools of tomorrow will work and play, science and the arts, be as important as the old arithmetic and spelling books? In Pictorial Review the rights of the school child will be treated with expert attention. Educators and plain mothers and fathers will discuss the new tendencies in education.

What shall we do with the children of unmarried parents?

Because for centuries we have shut our eyes to the existence of these babies, 35,000 of them die yearly. Today people ask—“Is it fair that the children suffer for the fault of the parents?”

Pictorial Review is the only woman's magazine which has voiced conspicuously the pathos of these suffering sojourners. The fearless study this magazine has made of this subject has won the commendation of thousands of men and women.

The women's contribution in return for the vote

A review of the important government and community measures that Pictorial Review has actively sponsored, reads like a survey of the whole world of restless thought and activity that is working out better ways for civilization.

Maternity Insurance, Increase of Teachers' Salaries, Federal Aid for Increased School Facilities, A Permanent Woman's Bureau in the Department of Labor, International Disarmament, Prompt Government Action on behalf of Disabled Soldiers, Solving the Shortage of Trained Nurses, Cleaning Up the Movies, A Square Deal for the Illegitimate Child, Uniform Divorce.

Fiction must reflect and make vivid the problems of the times

A vigor that is missing in contemporary women's magazines. Authors know that they are free to work out in this magazine sincere interpretations of life. This is why writers of penetration and high standing contribute their best work to it.

Pictorial Review's short stories have been accorded first rank among all popular magazines. And among the best selling novels of the past year, three were first published in Pictorial Review.

PICTORIAL REVIEW

2,100,000 COPIES OF THE OCTOBER ISSUE HAVE BEEN PRINTED